

CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

<u>Contract / Revision</u> 492051 /		<u>Alt Order #</u> 06303310
<u>Product</u> AFSCME		
<u>Contract Dates</u> 09/12/12 - 09/25/12		<u>Estimate #</u>
<u>Advertiser</u> AFSCME		<u>Original Date / Revision</u> 08/31/12 / 08/31/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Campaign Group
1600 Locust St.
Philadelphia, PA 19103

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KVVU	09/12/12	09/24/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	10	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/12/12	09/18/12	M-WTF--				5	\$450.00			
		Week: 09/19/12	09/25/12	M-WTF--				5	\$450.00			
N 2	KVVU	09/12/12	09/24/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	10	\$8,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/12/12	09/18/12	M-WTF--				5	\$825.00			
		Week: 09/19/12	09/25/12	M-WTF--				5	\$825.00			
N 3	KVVU	09/12/12	09/24/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	10	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/12/12	09/18/12	M-WTF--				5	\$750.00			
		Week: 09/19/12	09/25/12	M-WTF--				5	\$750.00			
N 4	KVVU	09/12/12	09/24/12	More M-F 9-10a	M-F 9a-10a		:30			NM	10	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/12/12	09/18/12	M-WTF--				5	\$215.00			
		Week: 09/19/12	09/25/12	M-WTF--				5	\$215.00			
N 5	KVVU	09/12/12	09/24/12	The Dr.Oz Show	M-F 10a-11a		:30			NM	10	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/12/12	09/18/12	M-WTF--				5	\$225.00			
		Week: 09/19/12	09/25/12	M-WTF--				5	\$225.00			
N 6	KVVU	09/12/12	09/24/12	M-F 1-2pm	1-2pm		:30			NM	6	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/12/12	09/18/12	M-WTF--				3	\$175.00			
		Week: 09/19/12	09/25/12	M-WTF--				3	\$175.00			
N 7	KVVU	09/12/12	09/24/12	Katie Couric	2-3p		:30			NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/12/12	09/18/12	M-WTF--				5	\$250.00			
		Week: 09/19/12	09/25/12	M-WTF--				5	\$250.00			
N 8	KVVU	09/12/12	09/24/12	Anderson	3-4p		:30			NM	6	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/12/12	09/18/12	M-WTF--				3	\$275.00			
		Week: 09/19/12	09/25/12	M-WTF--				3	\$275.00			

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<u>Contract / Revision</u>	<u>Alt Order #</u>
492051 /	06303310

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/12/12 - 09/25/12	AFSCME	

<u>Advertiser</u>	<u>Original Date / Revision</u>
AFSCME	08/31/12 / 08/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 9	KVVU	09/12/12	09/24/12	The Dr.Oz Show	4-5p		:30			NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/12/12	09/18/12	M-WTF--				3	\$350.00			
	Week:	09/19/12	09/25/12	M-WTF--				3	\$350.00			
N 10	KVVU	09/12/12	09/24/12	Fox 5 News at 5	5-530p		:30			NM	6	\$3,510.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/12/12	09/18/12	M-WTF--				3	\$585.00			
	Week:	09/19/12	09/25/12	M-WTF--				3	\$585.00			
N 11	KVVU	09/12/12	09/24/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/12/12	09/18/12	M-WTF--				3	\$600.00			
	Week:	09/19/12	09/25/12	M-WTF--				3	\$600.00			
N 12	KVVU	09/12/12	09/24/12	Fox 5 News at 6pm	M-F 6-630pm		:30			NM	6	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/12/12	09/18/12	M-WTF--				3	\$525.00			
	Week:	09/19/12	09/25/12	M-WTF--				3	\$525.00			
N 13	KVVU	09/12/12	09/24/12	MORE Access	630-7pm		:30			NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/12/12	09/18/12	M-WTF--				3	\$400.00			
	Week:	09/19/12	09/25/12	M-WTF--				3	\$400.00			
N 14	KVVU	09/12/12	09/24/12	Extra	M-F 7-730p		:30			NM	6	\$3,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/12/12	09/18/12	M-WTF--				3	\$575.00			
	Week:	09/19/12	09/25/12	M-WTF--				3	\$575.00			
N 15	KVVU	09/12/12	09/24/12	TMZ	730-8p		:30			NM	10	\$8,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/12/12	09/18/12	M-WTF--				5	\$825.00			
	Week:	09/19/12	09/25/12	M-WTF--				5	\$825.00			
N 16	KVVU	09/12/12	09/24/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	6	\$10,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/12/12	09/18/12	M-WTF--				3	\$1,725.00			
	Week:	09/19/12	09/25/12	M-WTF--				3	\$1,725.00			
N 17	KVVU	09/15/12	09/22/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	-----1-				1	\$950.00			
	Week:	09/17/12	09/23/12	-----1-				1	\$950.00			
N 18	KVVU	09/16/12	09/23/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	2	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	-----1				1	\$1,575.00			
	Week:	09/17/12	09/23/12	-----1				1	\$1,575.00			
N 19	KVVU	09/16/12	09/23/12	Sports Plus Su 1045p	1045p-11p		:30			NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	-----1				1	\$1,000.00			
	Week:	09/17/12	09/23/12	-----1				1	\$1,000.00			
N 20	KVVU	09/23/12	09/23/12	The Closer	Sun 1-2am		:30			NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	-----1				1	\$65.00			
N 21	KVVU	09/17/12	09/24/12	Bones	Mon 8p-9p		:30			NM	2	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	1-----				1	\$2,700.00			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	1-----				1	\$2,700.00			
N 22	KVVU	09/25/12	09/25/12	New Girl/Ben and Kate	Tue 8p-9p		:30			NM	1	\$2,825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-1-----				1	\$2,825.00			
N 23	KVVU	09/12/12	09/19/12	The X Factor	The X Factor		:30			NM	2	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--1----				1	\$4,250.00			
Week:		09/17/12	09/23/12	--1----				1	\$4,250.00			
N 24	KVVU	09/16/12	09/23/12	NFL Early Game	NFL Early Game		:30			NM	2	\$13,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----1				1	\$6,500.00			
Week:		09/17/12	09/23/12	-----1				1	\$6,500.00			
N 25	KVVU	09/22/12	09/22/12	NCAA Football Late Game	NCAA Football Lat		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1-				1	\$2,000.00			
N 26	KVVU	09/16/12	09/23/12	Criminal Minds	Sun 11p-12am		:30			NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----1				1	\$225.00			
Week:		09/17/12	09/23/12	-----1				1	\$225.00			
N 27	KVVU	09/17/12	09/24/12	The Mob Doctor	Mon 9p-10p		:30			NM	2	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$3,250.00			
Week:		09/24/12	09/30/12	1-----				1	\$3,250.00			
N 28	KVVU	09/13/12	09/20/12	The X Factor	The X Factor		:30			NM	2	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	---1---				1	\$3,250.00			
Week:		09/17/12	09/23/12	---1---				1	\$3,250.00			
N 29	KVVU	09/13/12	09/20/12	Glee	Thu 9p-10p		:30			NM	2	\$7,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	---1---				1	\$3,850.00			
Week:		09/17/12	09/23/12	---1---				1	\$3,850.00			
N 30	KVVU	09/16/12	09/16/12	NFL Early Game	NFL Early Game		:30			NM	1	\$5,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----1				1	\$5,800.00			
Totals											148	\$132,450.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/25/12	148	\$132,450.00	\$112,582.50
Totals	148	\$132,450.00	\$112,582.50

Signature: _____ **Date:** _____

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AUG31/12 15.24
*** KVVU-TV ***

1	500A-600A	30	\$450.00	9/12	9/24	5	W-F,M	10
PROGRAM : NEWS								
RA35+ : 1.3								
2	600A-700A	30	\$825.00	9/12	9/24	5	W-F,M	10
PROGRAM : NEWS								
RA35+ : 1.6								
3	700A-900A	30	\$750.00	9/12	9/24	5	W-F,M	10
PROGRAM : NEWS								
RA35+ : 2.1								
4	900A-1000A	30	\$215.00	9/12	9/24	5	W-F,M	10
PROGRAM : MORE LAS VEGAS								
RA35+ : 1.2								

REP HEADLINE# 6303310
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100
ORDER WORKSHEET

FAX# 610-225-1191
HARRIS REPORT FROM REP
AUG31/12 15.24
*** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
5			1000A-1100A PROGRAM : DR OZ RA35+ : 1.1	30		\$225.00	9/12	9/24	5		W-F,M	10
6			100P-200P PROGRAM : DAYTIME RA35+ : 1.0	30		\$175.00	9/12	9/24	3		W-F,M	6
7			200P-300P PROGRAM : KATIE RA35+ : 1.3	30		\$250.00	9/12	9/24	5		W-F,M	10
8			300P-400P PROGRAM : ANDERSON COOPER RA35+ : 0.8	30		\$275.00	9/12	9/24	3		W-F,M	6
9			400P-500P PROGRAM : DR OZ RA35+ : 1.2	30		\$350.00	9/12	9/24	3		W-F,M	6
10			500P-530P PROGRAM : NEWS RA35+ : 1.6	30		\$585.00	9/12	9/24	3		W-F,M	6
11			530P-600P PROGRAM : NEWS RA35+ : 2.0	30		\$600.00	9/12	9/24	3		W-F,M	6
12			600P-630P PROGRAM : NEWS RA35+ : 1.6	30		\$525.00	9/12	9/24	3		W-F,M	6
13			630P-700P PROGRAM : MORE ACCESS RA35+ : 2.8	30		\$400.00	9/12	9/24	3		W-F,M	6
14			700P-730P PROGRAM : EXTRA RA35+ : 1.5	30		\$575.00	9/12	9/24	3		W-F,M	6

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
15			730P-800P	30		\$825.00	9/12	9/24	5		W-F,M	10
	PROGRAM :		TMZ									
	RA35+		2.2									
16			1000P-1100P	30		\$1,725.00	9/12	9/24	3		W-F,M	6
	PROGRAM :		NEWS									
	RA35+		3.7									
17			1000P-1100P	30		\$950.00	9/15	9/22	1		SAT	2
	PROGRAM :		NEWS									
	RA35+		3.0									
18			1000P-1045P	30		\$1,575.00	9/16	9/23	1		SUN	2
	PROGRAM :		NEWS									
	RA35+		4.0									
19			1045P-1100P	30		\$1,000.00	9/16	9/23	1		SUN	2
	PROGRAM :		SPORTS EXTRA									
	RA35+		3.2									
20			100A-200A	30		\$65.00	9/23	9/23	1		SUN	1
	PROGRAM :		THE CLOSER									
	RA35+		1.2									
21			800P-900P	30		\$2,700.00	9/17	9/24	1		MON	2
	PROGRAM :		BONES									
	RA35+		5.0									
22			800P-900P	30		\$2,825.00	9/25	9/25	1		TUE	1
	PROGRAM :		<i>News Girl</i> RAISING HOPE /BEN AND KATE									
	RA35+		6.2									
23			800P-1000P	30		\$4,250.00	9/12	9/19	1		WED	2
	PROGRAM :		X FACTOR									
	RA35+		11.8									
24			100P-400P	30		\$6,500.00	9/16	9/23	1		SUN	2
	PROGRAM :		<i>Early Game</i> NFL									
	RA35+		9.1									

Early Game
10a-130p

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
25			100P-900P	30		\$2,000.00	9/22	9/22	1		SAT	1
PROGRAM : COLLEGE FOOTBALL												
RA35+ : 5.0												
26			1100P-1200M	30		\$225.00	9/16	9/23	1		SUN	2
PROGRAM : CRIMINAL MINDS												
RA35+ : 1.0												
27			900P-1000P	30		\$3,250.00	9/17	9/24	1		MON	2
PROGRAM : MOB DOCTOR												
RA35+ : 4.5												
28			800P-900P	30		\$3,250.00	9/13	9/20	1		THU	2
PROGRAM : X FACTOR RESULTS												
RA35+ : 12.0												
29			900P-1000P	30		\$3,850.00	9/13	9/20	1		THU	2
PROGRAM : GLEE												
RA35+ : 6.7												
30			1000A-100P	30		\$5,800.00	9/16	9/16	1		SUN	1
PROGRAM : NFL												
RA35+ : 10.2												
SEP/12 132450.00												CONTRACT TOTAL 132450.00
												TOTAL SPOTS 148

MARKET TOTALS \$413,906

KVVU 32%

KSNV 24%

KTUD 0%

KLAS 28%

KTNV 12%

KVMY 1%

KVCW 3%

CABL 0%

SVC- NSI

DEMOS- RA35+*